



**Hewlett Packard
Enterprise**

HPE + Intel + SUSE + SAP

Integrated marketing

Alliances marketing



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Campaign overview



HPE, Intel, SUSE, and SAP integrated campaign value prop

Whether you are evaluating your SAP® S/4HANA® migration options or need to modernize your legacy SAP ECC infrastructure, HPE brings you the power of choice with RISE with SAP and non-RISE IT deployment options tailored to suit your transformation goals and unique SAP landscape.

The HPE GreenLake hybrid cloud platform allows you to keep control of your mission-critical ERP data and gives you the freedom to move your data and workloads across locations and deployment models without additional costs or vendor lock-in.

Using proven methodology from one of the world's largest SAP S/4HANA implementations—our own—HPE SAP Practice has the expertise and best practices to get you started on a data-first migration journey.

Our SAP-certified infrastructure offers an unmatched combination of performance, flexibility, and scale to ensure your SAP environment runs at peak performance.

Founded on decades of co-innovation and partnership, Intel®, SUSE®, and HPE solutions are best in class. HPE ProLiant Gen11 servers powered by Intel Xeon® Scalable processors coupled with SUSE open-source Linux® technology and HPE GreenLake for Compute Ops Management deliver a powerful cloud operating solution designed to manage hybrid environments and digital transformation. Together we have decades of co-innovation and partnership with SAP.



Why HPE and SUSE for SAP?

A powerful combination for SAP modernization projects

SUSE expertise in Linux and open-source technologies, along with robust HPE hardware and infrastructure solutions, can effectively address the complexities and demands of SAP modernization projects.

Future-proofing with hybrid cloud

- Modernize your existing SAP landscape while preparing for future growth and technological advancements
- Support for SAP HANA® and SAP S/4HANA
- Integration with leading cloud providers

Strong collaboration and integration

- Joint solutions
- Certified hardware and software

SAP optimized

- SUSE Linux Enterprise Server (SLES) for SAP applications
- High-availability solutions

Innovation and leadership in HPE Open Source

- The flexibility and customizations you need for your unique SAP landscape

Comprehensive support and services

- Integrated end-to-end support services including ongoing maintenance and trouble-shooting

Global reach and local support



What are we trying to achieve?

Goals and objectives

- Increase **awareness** and **demand** for HPE, Intel, SUSE, and SAP solutions.
- Create a **multiphase, multi-touch** demand generation campaign focused on North America and Latin America.
- Target the **HPE SAP installed base** to expand, migrate, and renew existing customers to the latest hardware and software solutions.
- Leverage the **Gartner Report**: ["Gartner® Report: S/4HANA Adoption and Strategy Insights"](#) to generate interest.
- Develop additional HPE, Intel, SUSE, and SAP content, including **eBooks, videos, checklists, and solution guides**.

KPIs

147 leads

1K asset downloads

\$3.5M pipeline



HPE Intel, SUSE, and SAP solutions demand generation campaign

Goal: Increase awareness and demand for HPE, Intel, SUSE, and SAP solutions by executing a multiphase, multi-touch demand generation campaign focused on North America and Latin America

Target audience

- **+600** HPE SAP installed base accounts
 - North America and Latin America
 - 7-10 contact names = **10,000**
- **+5600** pharosIQ look-alike accounts
 - 7-10 contact names = **40,000**

Engagement flow

- **Step 1:** Email newsletter with **Gartner Report**—gated asset to gather contact names
- **Step 2:** Content curation with HPE, Intel, SUSE, and SAP **solution guide** and **infographic**—includes profiling questions that will be sent to the SDR team
- **Step 3:** pharosIQ Quality Control team validates all emails engaged with the above assets
- **Step 4:** Direct mail and email to those who responded to content curation—**+ five -question survey including request for meeting**
- **Step 5:** pharosIQ sends leads to HPE SDR team via normal lead-passing process

Responses

- SDRs will follow up on all survey fills and meeting requests.
- All contacts will receive the newsletter blast (#1).
- The highest engagers will receive content curation (solution brief, checklist, eBook).
- All content curation engagers will get DM with survey.
- People who fill out the survey will receive a **\$5 Amazon card**.
- People who request a meeting will receive a **\$50 Amazon card** after they meet with HPE.

KPIs

- **147** leads
- **1K** asset downloads
- **\$3.5M** pipeline



pharosIQ email journey

Launched Dec 30

Take control of your SAP S/4HANA migration strategy

Hybrid cloud and IT modernization solutions for SAP

With the support of HPE, Intel, and SUSE, you can accelerate your SAP S/4HANA migration strategy. This is the first in a series of emails designed to help you understand the benefits of HPE, Intel, and SUSE, and how they can help you accelerate your SAP S/4HANA migration strategy.

For insights on current adoption levels and key recommendations, download the Customer Quick Answer: SAP S/4HANA Adoption Levels for 2024 report today.

[Read the Report Now](#)

To learn more about HPE, Intel, and SUSE, visit our website.

HPE hybrid cloud solutions for SAP

As the support provider for legacy SAP S/4HANA systems, HPE is the first to see what you are evaluating your SAP S/4HANA migration strategy. HPE has a range of HPE, Intel, and SUSE hybrid cloud solutions tailored to your transformation goals.

Launched Jan10

Evolving legacy SAP ERP with HPE, Intel, and SUSE

Get the robust and reliable infrastructure you need through an open and flexible approach

Download Now

Considerations

For migrating your SAP Business Suite to SAP S/4HANA on SUSE Linux Enterprise Server for SAP

Download Now

8 Ways to take charge of your SAP S/4HANA migration strategy and your data

Download Now

Transition Insights: How Businesses Are Embracing SAP S/4HANA for Growth and Agility

Download Now

Evolving legacy SAP ERP with HPE, Intel, and SUSE

Download Now

Considerations

For migrating your SAP Business Suite to SAP S/4HANA on SUSE Linux Enterprise Server for SAP

Download Now

Considerations

For migrating your SAP Business Suite to SAP S/4HANA on SUSE Linux Enterprise Server for SAP

Download Now

Starting 1st week in Feb

Empower your SAP transformation with HPE, Intel, SUSE & SAP

Get your free e-gift card

Go to landing page to fill out survey

Get a \$5 gift card

Schedule a meeting?

Send \$100 Incentive

SDR Team will follow up on all engagement and meeting requests





Brochure

8 ways to take charge of your SAP S/4HANA migration strategy and your data

Get started >





[illegible]

Infographic



**Hewlett Packard
Enterprise**

Considerations

for migrating your SAP Business Suite to SAP HANA
on SUSE Linux Enterprise Server for SAP

Migrating your SAP® Business Suite to SAP HANA® on Linux® is a significant step toward modernizing your IT infrastructure and unlocking the full potential of your SAP applications.

This checklist, developed in collaboration with Hewlett Packard Enterprise, Intel®, SUSE®, and SAP, provides a step-by-step guide to help you navigate the migration process smoothly.

With HPE GreenLake, you can modernize your IT by migrating to SAP HANA as a service for a hybrid cloud experience that keeps you in control of your data, whether deployed in your data center or a collocation facility. Your SAP HANA will run at peak performance using SUSE.



[illegible]



HPE + SUSE

Captive SAP S/4HES

Elevator pitch

S/4HES is the new SAP S/4HANA for HPE. It allows new SAP S/4HANA applications and existing applications running on HPE to be migrated to S/4HES and provides new features for critical business scenarios. Customers are interested in the SAP S/4HANA S/4HES solution, the solution for providing the flexibility of open source integration and the security, quality and performance of open-source or cloud solutions.

Customer challenges to target

- How to resolve the challenges of design and potential risks in migrating and supporting SAP S/4HANA applications
- How to ensure the security and compliance of the solution
- How to ensure the financial and capital investment
- How to ensure the integration of the solution with existing applications and data
- How to ensure the scalability and performance of the solution
- How to ensure the flexibility and adaptability of the solution
- How to ensure the security and compliance of the solution
- How to ensure the financial and capital investment
- How to ensure the integration of the solution with existing applications and data
- How to ensure the scalability and performance of the solution
- How to ensure the flexibility and adaptability of the solution

Where to focus

- How to ensure the security, compliance, SAP S/4HANA applications, security, quality and performance
- How to ensure the financial and capital investment
- How to ensure the integration of the solution with existing applications and data
- How to ensure the scalability and performance of the solution
- How to ensure the flexibility and adaptability of the solution

Our solution

- S/4HES is the new SAP S/4HANA for HPE. It allows new SAP S/4HANA applications and existing applications running on HPE to be migrated to S/4HES and provides new features for critical business scenarios.
- Customers are interested in the SAP S/4HANA S/4HES solution, the solution for providing the flexibility of open source integration and the security, quality and performance of open-source or cloud solutions.
- Customers are interested in the SAP S/4HANA S/4HES solution, the solution for providing the flexibility of open source integration and the security, quality and performance of open-source or cloud solutions.

Key message

- How to ensure the security, compliance, SAP S/4HANA applications, security, quality and performance
- How to ensure the financial and capital investment
- How to ensure the integration of the solution with existing applications and data
- How to ensure the scalability and performance of the solution
- How to ensure the flexibility and adaptability of the solution

Next steps

- How to ensure the security, compliance, SAP S/4HANA applications, security, quality and performance
- How to ensure the financial and capital investment
- How to ensure the integration of the solution with existing applications and data
- How to ensure the scalability and performance of the solution
- How to ensure the flexibility and adaptability of the solution



Campaign components

Campaign component	Target audience / Expected usage	Where to find it
Seismic briefcase blade	Sales / access to all materials	Link to Seismic briefcase
Gartner report	External customers / gated asset for demand gen	Link to Gartner report
pharosIQ email campaign	Campaign blueprint / translation and replication in geo	Link to campaign elements
HPE.com: Landing page	Landing page / organic search	Link to landing page
Infographic	Customer facing / awareness	Link to infographic
Solution brief: HPE, Intel, SUSE, SAP	Customer facing / awareness	Link to solution brief
Quick reference	Sales / messaging	Link to quick reference guide
Cheat sheet	Sales / key questions to ask	Link to cheat sheet
Sales summary sheet	Sales / sales brief	Link to sales summary sheet
eBook	Customers/preference	Link to eBook
Animation	Customers / joint solution overview	Link to video
Social media	Customers/blog	Link to blog
Social media by asset	Customers / social media post examples	Link to social media posts



Sample results



Sample results (North America campaign, Jan 2025)

Account Name	Question Response 1	Question Response 2	Question Response 3
Abbvie Inc - Us	Making Kubernetes management easier	6-12 Months	Final Decision Maker
	Refreshing your OS	1-3 Months	Part of Collective Decision-Making Team
	Securing workloads up and down the stack	1-3 Months	Final Decision Maker
Accenture Inc - Us	Making Kubernetes management easier	3-6 Months	Key Evaluator or Recommender of Solution
	Securing workloads up and down the stack	1-3 Months	Key Evaluator or Recommender of Solution
	Simplifying and scaling from edge to cloud	3-6 Months	Final Decision Maker
Ace Hardware Corporation	Simplifying and scaling from edge to cloud	3-6 Months	Key Evaluator or Recommender of Solution
Amerisourcebergen Corporation - Us	Ease SAP S4/HANA migration	1-3 Months	Key Evaluator or Recommender of Solution
		6-12 Months	Part of Collective Decision-Making Team
	Making Kubernetes management easier	3-6 Months	Part of Collective Decision-Making Team
Apple Inc.	Simplifying and scaling from edge to cloud	6-12 Months	Final Decision Maker
Rocket Mortgage	Simplifying and scaling from edge to cloud	12 or more months	Key Evaluator or Recommender of Solution
Rockwell Automation	Securing workloads up and down the stack	12 or more months	Final Decision Maker
		1-3 Months	Final Decision Maker
	Simplifying and scaling from edge to cloud	ASAP	Final Decision Maker
SailPoint	Ease SAP S4/HANA migration	12 or more months	Key Evaluator or Recommender of Solution
	Making Kubernetes management easier	12 or more months	Part of Collective Decision-Making Team
		6-12 Months	Part of Collective Decision-Making Team
Silicon Valley Bank	Refreshing your OS	12 or more months	Key Evaluator or Recommender of Solution
	Simplifying and scaling from edge to cloud	6-12 Months	Part of Collective Decision-Making Team
		ASAP	Final Decision Maker
Stanley Black & Decker, Inc.	Ease SAP S4/HANA migration	1-3 Months	Key Evaluator or Recommender of Solution
	Securing workloads up and down the stack	12 or more months	Part of Collective Decision-Making Team
Target Corporation - Us	Ease SAP S4/HANA migration	12 or more months	Final Decision Maker
		6-12 Months	Final Decision Maker
	Simplifying and scaling from edge to cloud	6-12 Months	Key Evaluator or Recommender of Solution
Tractor Supply Company	Ease SAP S4/HANA migration	6-12 Months	Part of Collective Decision-Making Team
	Refreshing your OS	12 or more months	Part of Collective Decision-Making Team
	Simplifying and scaling from edge to cloud	12 or more months	Final Decision Maker
TSYS	Ease SAP S4/HANA migration	3-6 Months	Part of Collective Decision-Making Team
United Airlines	Refreshing your OS	3-6 Months	Key Evaluator or Recommender of Solution
	Simplifying and scaling from edge to cloud	ASAP	Final Decision Maker
			Key Evaluator or Recommender of Solution
Walgreens Boots Alliance Inc - Us	Refreshing your OS	1-3 Months	Key Evaluator or Recommender of Solution
		6-12 Months	Key Evaluator or Recommender of Solution
		ASAP	Key Evaluator or Recommender of Solution
Wells Fargo & Company - Us	Making Kubernetes management easier	1-3 Months	Part of Collective Decision-Making Team
	Securing workloads up and down the stack	12 or more months	Key Evaluator or Recommender of Solution



Companies looking to engage ASAP (North America campaign, Jan 2025)

Account Name	Question Response 1	Question Response 2	Question Response 3
Abbott	Making Kubernetes management easier	ASAP	Key Evaluator or Recommender of Solution
Accruent	Ease SAP S4/HANA migration	ASAP	Key Evaluator or Recommender of Solution
Advansix	Simplifying and scaling from edge to cloud	ASAP	Key Evaluator or Recommender of Solution
Amd	Ease SAP S4/HANA migration	ASAP	Key Evaluator or Recommender of Solution
Amdocs	Refreshing your OS	ASAP	Key Evaluator or Recommender of Solution
Ameren	Refreshing your OS	ASAP	Final Decision Maker
American Bureau of Shipping (ABS)	Refreshing your OS	ASAP	Key Evaluator or Recommender of Solution
American Family Insurance	Simplifying and scaling from edge to cloud	ASAP	Key Evaluator or Recommender of Solution
Americaneagle.com	Refreshing your OS	ASAP	Part of Collective Decision-Making Team
ANB Bank	Refreshing your OS	ASAP	Key Evaluator or Recommender of Solution
Anduril Industries	Making Kubernetes management easier	ASAP	Part of Collective Decision-Making Team
Applied Materials Inc - Us	Securing workloads up and down the stack	ASAP	Part of Collective Decision-Making Team
Aqr Capital Management	Refreshing your OS	ASAP	Final Decision Maker
Associated Wholesale Grocers	Refreshing your OS	ASAP	Final Decision Maker
Avaya Corporation	Making Kubernetes management easier	ASAP	Final Decision Maker
Avepoint	Securing workloads up and down the stack	ASAP	Final Decision Maker
Baruch College	Making Kubernetes management easier	ASAP	Key Evaluator or Recommender of Solution
Baxter International Inc.	Making Kubernetes management easier	ASAP	Final Decision Maker
Baystate Health	Making Kubernetes management easier	ASAP	Key Evaluator or Recommender of Solution
Beyondtrust	Simplifying and scaling from edge to cloud	ASAP	Part of Collective Decision-Making Team
BJ's Wholesale Club, Inc.	Making Kubernetes management easier	ASAP	Part of Collective Decision-Making Team
	Securing workloads up and down the stack	ASAP	Key Evaluator or Recommender of Solution
Blackstone	Refreshing your OS	ASAP	Part of Collective Decision-Making Team
Boeing Company The - Us	Making Kubernetes management easier	ASAP	Part of Collective Decision-Making Team
BorgWarner	Securing workloads up and down the stack	ASAP	Key Evaluator or Recommender of Solution
Boyd Gaming	Refreshing your OS	ASAP	Key Evaluator or Recommender of Solution
Brink's Inc	Simplifying and scaling from edge to cloud	ASAP	Final Decision Maker
Burlington Stores, Inc.	Making Kubernetes management easier	ASAP	Final Decision Maker
Caesars Entertainment	Refreshing your OS	ASAP	Key Evaluator or Recommender of Solution
Capital One	Ease SAP S4/HANA migration	ASAP	Part of Collective Decision-Making Team
	Simplifying and scaling from edge to cloud	ASAP	Final Decision Maker
Cedar Gate Technologies	Making Kubernetes management easier	ASAP	Final Decision Maker
Cerner Corporation - Us	Securing workloads up and down the stack	ASAP	Final Decision Maker
CGS (Computer Generated Solutions)	Making Kubernetes management easier	ASAP	Key Evaluator or Recommender of Solution



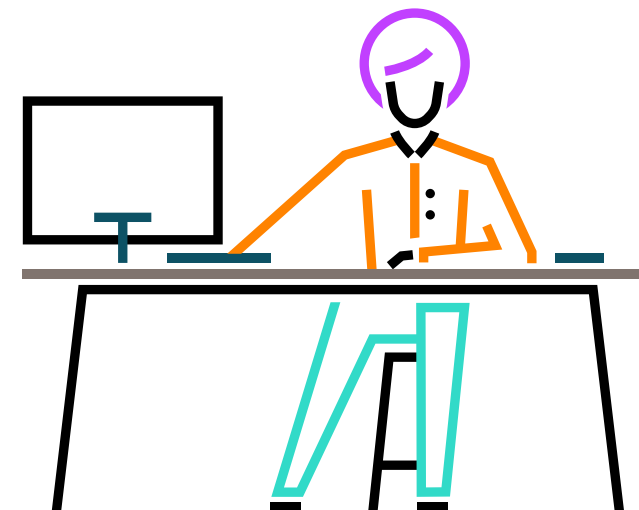
Campaign elements



Campaign elements

This section includes examples for each step in the campaign flow. Each asset can be used as desired in the geo. The assets are available in English and will need to be translated for local use.

The Gartner landing page is available in Dutch, French, traditional Chinese, Spanish, Italian, Japanese, and Korean.



- [Chinese](#)
- [French](#)
- [French Africa](#)
- [French Belgium](#)
- [French Canada](#)
- [French Switzerland](#)
- [German](#)
- [German Austria](#)
- [German Switzerland](#)
- [Italian](#)
- [Japanese](#)
- [Korean](#)
- [Spanish](#)
- [Spanish Latin America](#)
- [Spanish Mexico](#)



SDR qualification process



Sample SDR qualification process

1

Follow up on all the direct mail contacts with phone calls and emails.

2

Add campaign code (CAMPAIGN ID: **521113471**) to **all** opportunities.

3

Schedule meetings with as many customers as possible.

4

For more technical questions about SUSE for SAP, contact **Nathalie Herrmann** (HPE) and **Mike Nelson** and **Michelle Cartwright** at SUSE.

5

SAPinsider: March 18

- SUSE will be a Platinum Sponsor at SAPinsider at Bellagio in Las Vegas (March 18–20).
- SUSE would **welcome meetings** with HPE/SAP customers and prospects as part of this joint campaign.

6

Provide **all account details** to help HPE and SUSE teams close more deals.



Newsletter: Download Gartner report





Take control of your SAP S/4HANA migration strategy

Hybrid cloud and IT modernization solutions for SAP

With the support deadline for legacy SAP ERP systems approaching, now is the time to act. Whether modernizing your legacy SAP ECC infrastructure or exploring SAP S/4HANA migration options, HPE offers tailored solutions, including RISE with SAP and hybrid deployment options, to meet your transformation goals.

Partnering with HPE, Intel, and SUSE ensures access to cutting-edge infrastructure, reliable performance, and enterprise-grade expertise.

For insights on current adoption levels and key recommendations, download the Gartner® Quick Answer: SAP S/4HANA Adoption Levels for 2Q24 report today.

Read the Report Now

To learn more about HPE SAP S/4HANA hybrid deployment options visit our [website](#).

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Quick Answer: SAP S/4HANA Adoption Levels for 2Q24



Overview

Because organizations frequently ask Gartner® to help them understand this suite's adoption level, this research shares our latest estimates and advice.

Gartner, Quick Answer: SAP S/4HANA Adoption Levels for 2Q24, Derek Turt, Fabio D'Agui, Christian Heistermann, 30 September 2024.

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Country/Region

Company

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☒ Yes, please email me

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Learn more



Content curation (first touch): Gartner report



Solution Brief

Evolving legacy SAP ERP with HPE, Intel, and SUSE

Get the robust and reliable infrastructure you need through an open and flexible approach



HPE, Intel, SUSE, & SAP Solution Guide



Evolving legacy SAP ERP with HPE, Intel, and SUSE

Get the robust and reliable infrastructure you need through an open and flexible approach



Evolving legacy SAP ERP with HPE, Intel, and SUSE
Get the robust and reliable infrastructure you need through an open and flexible approach

Business-critical SAP applications demand a secure, high-performing platform to thrive. Yet, with SAP mandating a move to SAP S/4HANA® and SAP HANA® by 2027, thousands of organizations are left searching for the best path forward.

The stakes are high: delays in migration or choosing the wrong solution can lead to increased costs, extended timelines, and business disruptions. Downtime from poorly configured systems risks productivity and revenue, making it imperative to find the right partner for your SAP evolution.

Hewlett Packard Enterprise, in partnership with Intel® and SUSE®, delivers tailored solutions to simplify your SAP migration and modernization journey. Whether you're transitioning to SAP S/4HANA or upgrading your legacy SAP ECC infrastructure, HPE offers:

- **Flexible Deployment Options:** RISE with SAP and non-RISE hybrid solutions to meet your unique transformation goals.
- **Unmatched Reliability:** SAP-certified infrastructure powered by Intel and SUSE, ensuring peak performance for your SAP environment.
- **End-to-End Support:** Comprehensive tools and expertise for seamless migration, robust monitoring, and optimal uptime.

Future-proof your SAP systems today. Choose HPE, Intel, and SUSE to ensure a secure, high-availability environment for your business-critical applications.

Work Email *

First Name *

Last Name *

Company Name *

Work Phone *

Job Title *

Country *

What technology challenges are you trying to solve? *

What is your timeline to address your technology challenges? *

What is your role in the decision making process? *

☐ Yes, I want to receive information about HPE products and events. HPE can contact me through my phone and email address. I am available for at any time.

By registering, you are agreeing to the terms and conditions, including the use of your information, as outlined in our [privacy policy](#). And you may withdraw your consent or unsubscribe at any time.

Download Now

Content curation (second touch): Evolving legacy ERP





Hi {Name},

HPE, Intel, and SUSE play a critical role in facilitating SAP S/4HANA migrations by providing optimized infrastructure, high-performance computing, and scalable solutions. Their combined expertise ensures seamless transitions, minimizes downtime, and supports mission-critical workloads, enabling businesses to accelerate digital transformation and achieve operational excellence.

Download Gartner Group's report for estimates on industry adoption of S/4HANA and advice on how to move forward.

Download Now



Transition Insights: How Businesses Are Embracing SAP S/4HANA for Growth and Agility

Read Gartner Group's report for estimates on industry adoption of S/4HANA and advice on how to move forward.



HPE, Intel, and SUSE empower organizations to transition to SAP S/4HANA with smoother migrations, enhanced performance, and greater scalability. By leveraging advanced infrastructure and optimized platforms, businesses can accelerate digital transformation, boost efficiency, and drive impactful outcomes. Because organizations frequently ask Gartner to help them understand this suite's adoption level, this research shares our latest estimates and advice. Click the button to learn more now.

Quick Answer: SAP S/4HANA Adoption Levels for 2024
Because organizations frequently ask Gartner® to help them understand this suite's adoption level, this research shares our latest estimates and advice.

Gartner Disclaimer:
Gartner Quick Answer: SAP S/4HANA Adoption Levels for 2024, Denis Toril, Fabrice Capus, Christian Hestermann, 10 September 2024

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Work Email *

First Name *

Last Name *

Company Name *

Work Phone *

Job Title *

Country *

What technology challenges are trying to solve? *

What is your timeline to address your technology challenges? *

What is your role in the decision making process? *

☐ Yes, I want to receive information about HPE products and events. HPE can contact me through my phone and email address. I am available at all times.

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Read the Gartner Report now



Content curation (third touch): Considerations



Infographic

Considerations

for migrating your SAP Business Suite to SAP HANA
on SUSE Linux Enterprise Server for SAP



Migrating your SAP® Business Suite to SAP HANA® on Linux® is a significant step toward modernizing your IT infrastructure and unlocking the full potential of your SAP applications.

This checklist, developed in collaboration with Hewlett Packard Enterprise, Intel®, SUSE®, and SAP, provides a step-by-step guide to help you navigate the migration process smoothly.

With HPE GreenLake, you can modernize your IT by migrating to SAP HANA as a service for a hybrid cloud experience that keeps you in control of your data. Whether deployed in your data center or a colocation facility, your SAP HANA will run at peak performance using SUSE.



SAP Migration Considerations Checklist



Considerations

for migrating your SAP Business Suite to SAP HANA on SUSE Linux Enterprise Server for SAP



Migrating your SAP® Business Suite to SAP HANA® on SUSE Linux Enterprise Server is a critical step in modernizing your IT infrastructure and maximizing the performance of your SAP applications. But navigating the migration process can be complex without the right roadmap.

That's why Hewlett Packard Enterprise, Intel®, SUSE®, and SAP have partnered to create a comprehensive checklist designed to guide your migration from start to finish. With expert insights and step-by-step considerations, this resource ensures your SAP HANA environment is optimized for peak performance, security, and scalability.

Explore essential factors for a successful migration, including:

- Preparing your current infrastructure for SAP HANA.
- Choosing the ideal hardware and Linux distribution.
- Building a strategy for high availability and disaster recovery.
- And more key considerations to ensure seamless deployment and ongoing management.

Download the checklist to uncover 7 essential considerations for your SAP HANA migration.

Work Email *

First Name *

Last Name *

Company Name *

Work Phone *

Job Title *

Country *

What technology challenges are trying to solve? *

What is your timeline to address your technology challenges? *

What is your role in the decision making process? *

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Download Now

Content curation (fourth touch): eBook

Hewlett Packard Enterprise

intel

SUSE

SAP

8 Ways to Take Charge of Your SAP S/4HANA Migration Strategy and Your Data

8 Ways to take charge of your SAP S/4HANA migration strategy and your data



intel

SUSE

SAP

Where are you on your SAP transformation journey?

2027 is fast approaching, and thousands of organizations using SAP Business Suite still don't have a strategy in place to migrate to SAP S/4HANA® and SAP HANA®. With legacy SAP ERP solutions nearing end of life, now's the time to act, so you can ensure high availability and business continuity.

But what if you lack the skills and expertise needed for a successful migration?

HPE, Intel, SUSE, and SAP have partnered to provide a complete portfolio of SAP-optimized services and solutions to help you modernize your SAP environment and reach your overall transformation goals.

Read on for eight ways our combined expertise can help you realize your SAP S/4HANA cloud strategy while staying in control of your data and your costs.

Work Email *

First Name *

Last Name *

Company Name *

Work Phone *

Job Title *

Country *

What technology challenges are trying to solve? *

What is your timeline to address your technology challenges? *

What is your role in the decision making progress? *

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With SAP ending support for ECC systems in 2027, organizations like yours face a critical decision: how to transition to SAP S/4HANA while managing the complexities of hybrid cloud environments. It can be daunting to balance legacy systems with cloud-native technologies, scale compute at the edge, and ensure robust security across your IT environment.

That's why HPE, Intel, SUSE, and SAP have partnered to deliver solutions to optimize your SAP landscape no matter where you are in SAP S/4HANA journey to deliver measurable business impact:

- **Strengthen Security and Compliance** - Protect your SAP workloads with a robust Zero Trust security approach.
- **Streamline Operations and Drive Innovation** - Simplify complexity with a unified operating system.
- **Scale Seamlessly Across Edge and Cloud** - Adapt to evolving demands with an agile, open-source foundation that scales effortlessly from edge to cloud.

With HPE's industry-leading compute, Intel's advanced processors, SUSE's open-source flexibility, and SAP's innovative S/4HANA capabilities, you can build a secure, scalable, and efficient IT foundation that enables your business to thrive.

Take the next step in your SAP S/4HANA migration journey. Schedule a meeting with HPE to explore how we can help modernize your SAP IT environment and transform your business.

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Video

Retain control of your unique SAP strategy with hybrid cloud solutions from HPE and SUSE



Blog

Retain control of your unique SAP strategy with hybrid cloud solutions from HPE and SUSE

Whether you're evaluating your SAP S/4HANA migration options or modernizing your legacy ERP infrastructure, HPE, Intel® and SUSE® have teamed up to offer a portfolio of SAP-optimized services and solutions that allow you to keep control of your data. This partnership brings you the power to choose your own SAP path and timeline without sacrificing availability, performance, customizations and cloud economics.

Decades of Co-innovation with SAP

This collaboration between HPE, Intel® SUSE®, and SAP brings together the strengths of four industry leaders to deliver unparalleled value to businesses. HPE's expertise in hybrid cloud deployments, SAP-certified infrastructure and services, combined with Intel's cutting-edge technology, and SUSE's robust Linux solutions, creates a powerful synergy that drives efficiency, scalability, and innovation to ensure your SAP environment runs at peak performance.

Modernizing Your SAP Environment

Modernizing your SAP environment is essential for staying competitive in today's market. The partnership between HPE, Intel®, SUSE®, and SAP offers a range of solutions to help you achieve this goal. These solutions include:

- 1. Infrastructure Optimization:** HPE provides state-of-the-art infrastructure solutions that are optimized for SAP environments. This includes servers, storage, and networking solutions that are designed to deliver high performance, reliability, and scalability. HPE's predefined configurations offer a fully built-out compute, storage, and networking environment that is validated and tested in their labs, ensuring a seamless deployment experience for customers.
- 2. Advanced Technology:** Intel's advanced processors and technologies ensure that your SAP environment runs smoothly and efficiently. With Intel's innovations, you can achieve faster processing speeds, improved data management, and enhanced security.
- 3. Robust Linux and High Availability Solutions:** SUSE's Linux solutions are specifically designed for SAP environments, providing a stable and secure platform for your ERP applications. SUSE's solutions also offer advanced features such as automated deployment and management, which help to reduce complexity and improve efficiency. SUSE's high availability resource agents, included with the SLES for SAP license at no additional cost, cover everything from the protection of SAP Central Services to multiple high availability scenarios for SAPS/4HANA.
- 4. Innovative ERP Software:** SAP's ERP software is at the heart of this partnership, offering a comprehensive suite of applications that help you manage your business processes more effectively. SAP's software is designed to be flexible and scalable, allowing you to adapt to changing business needs and drive innovation.

Achieving Transformation Goals

By leveraging the combined strengths of HPE, Intel®, SUSE®, and SAP, you can achieve your transformation goals.

- **Future-proof your SAP Landscape with hybrid cloud:** For customers wanting a cloud experience but do not want to run their ERP in the hyperscalers, HPE offers RISE with SAP S/4HANA and non-RISE hybrid deployments powered by HPE GreenLake cloud. Because ERP systems interconnect with a host of other mission-critical non-SAP apps, bringing the cloud to your data allows you to align to transformation goals and prepare for future growth and technological advancements.

- **Improve Efficiency:** Streamline your business processes and reduce operational costs with optimized infrastructure and advanced technology. For example, SUSE's high availability resource agents provide protection for SAP Central Services and multiple high availability scenarios for SAPS/4HANA, ensuring that SAP systems remain reliable and available.
- **Enhance Scalability:** Scale your operations seamlessly to meet growing business demands with flexible and scalable solutions. HPE's predefined configurations offer a streamlined deployment process, reducing complexity and time-to-value for customers.
- **Drive Innovation:** Foster a culture of innovation by leveraging cutting-edge technology and software to stay ahead of the competition. SUSE's development platform for SAP ensures that new releases of SAP HANA are rigorously tested and validated on SUSE Linux providing a reliable and stable platform for customers.
- **Ensure Security:** Protect your critical business data with robust security features and solutions. SUSE's Live Kernel Patching allows customers to patch the kernel without requiring a reboot, significantly reducing downtime and increasing SLAs.

Success Stories

Many businesses have already benefited from the partnership between HPE, Intel®, SUSE®, and SAP. For example, a leading manufacturing company was able to modernize its SAP environment, resulting in a 30% reduction in operational costs and a 50% improvement in processing speeds. Another retail giant leveraged the partnership to enhance its scalability, allowing it to expand its operations globally without any disruptions.

Conclusion

The partnership between HPE, Intel®, SUSE®, and SAP offers a complete portfolio of SAP-optimized services and solutions that can help you modernize your SAP environment and achieve your transformation goals. By leveraging the strengths of these industry leaders, you can improve efficiency, enhance scalability, drive innovation, and ensure security. Don't miss out on the opportunity to unlock the future of your ERP environment with this powerful partnership.

For more information, check out the following resources:

- Gartner® Quick Answer: **SAP S/4HANA Adoption Levels for 2024**
- Animation: **Retain control of your unique SAP strategy with hybrid cloud solutions from HPE and SUSE**
- Infographic: **Considerations for migrating your SAP Business Suite to SAP HANA on SUSE Linux Enterprise Server for SAP**
- Brochure: **8 ways to take charge of your SAP S/4HANA migration strategy and your data**
- Solution Brief: **Evolving legacy SAP ERP with HPE, Intel, and SUSE**
- Website: **HPE hybrid cloud solutions for SAP**



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HPE, Intel, and SUSE are enabling businesses worldwide to optimize their SAP environments

HPE is the No. 1 system vendor for SAP HANA worldwide



SUSE is relied upon by more than 60% of the Fortune 500



90% of the Fortune 50 use HPE



80% of the Fortune 50 use SUSE





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What is your biggest concern when migrating to SAP S/4HANA or modernizing your legacy SAP ECC?

High Costs & Time

57.1%

Monitoring challenges

0%

Security & Compliance

42.9%

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